

Francis Philips, Santa Fe, New Mexico

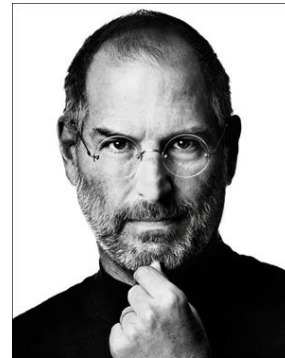
National Consultant, Trainer, Speaker

- 1982-1991 - 1st American National Bank, Nashville TN
 - Accelerated Growth Track SVP Capital Markets
- 1992-2002 - Managing Director, Nashville TN
 - 3 leading securities firms
 - Top 10 in sales nationwide
- 2002 - Consulting
- 2003 - Today - Mortgage Branch Operator, Santa Fe, NM
 - Goldline Research Leading Provider 2008 and 2009, featured in *Forbes* and Southwest Airline *Spirit* magazines
 - Achieved 18% market share/purchase business as individual

Francis Phillips - 2

- Our sales team funded 3 homes for Santa Fe Habitat for Humanity by donating \$100 from every loan closed
- Chaired 15th Anniversary Gala for Kitchen Angels – Bernadette Peters and the Santa Fe Symphony at the Santa Fe Opera
- #1 in loan production (out of 2,000 loan originators) for 2nd largest mortgage broker in the country
- 2009 - 2011 – National Director, Business Development, Brightgreen Home Loans, Charlotte NC and National Director, Branch Development, Residential Home Funding Corp., Parsippany NJ
- Currently Trainer, Presenter and Keynote Speaker for leading mortgage companies, banks and credit unions nationwide

If you give people what they want, educate them on why they need it, show them how it will improve their lives, and why no competitor's products can compete with the convenience and ease of use of yours, customers will open their wallets.



Steve Jobs

Marketing to the Angel Fire Guest: New Perspectives

Francis Phillips

Jane I. Burns

- What is the product we offer?
- Where do we fit in today's market place?
- Who is our customer, our affluent spending target?
- Where are these customers? How do we attract them?

Macro Perspective

- What are we marketing?
 - Your area real estate: Is it time to buy?
 - Your city/attractive destination?
 - You? Why do business with you?

The State of Angel Fire

Taxable Gross Receipts Comparison 2004-2012

YEAR	GROSS RECEIPTS
2004	72,022,999.03
2005	66,701,496.87
2006	72,600,178.98
2007	71,218,134.73
2008	69,198,641.34
2009	71,618,875.98
2010	81,844,888.69
2011	72,432,335.26
2012	70,319,542.16

The State of Angel Fire - 2

- Population 2012: 1181
- Median Resident Age: 53.3 yrs
- Est. Median HH Income 2011: \$47,403
- Est. Median House/Condo 2011: \$305,225

Angel Fire Real Estate

Current Listings

Single Family/Townhomes:

Active 219, Median Price \$420,000, Average Days on Market 371, Total Inventory \$109 million

Condos:

Active 111, Median Price \$119,000, Average Days on Market 321, Total Inventory \$13.5 million

Angel Fire Real Estate - 2

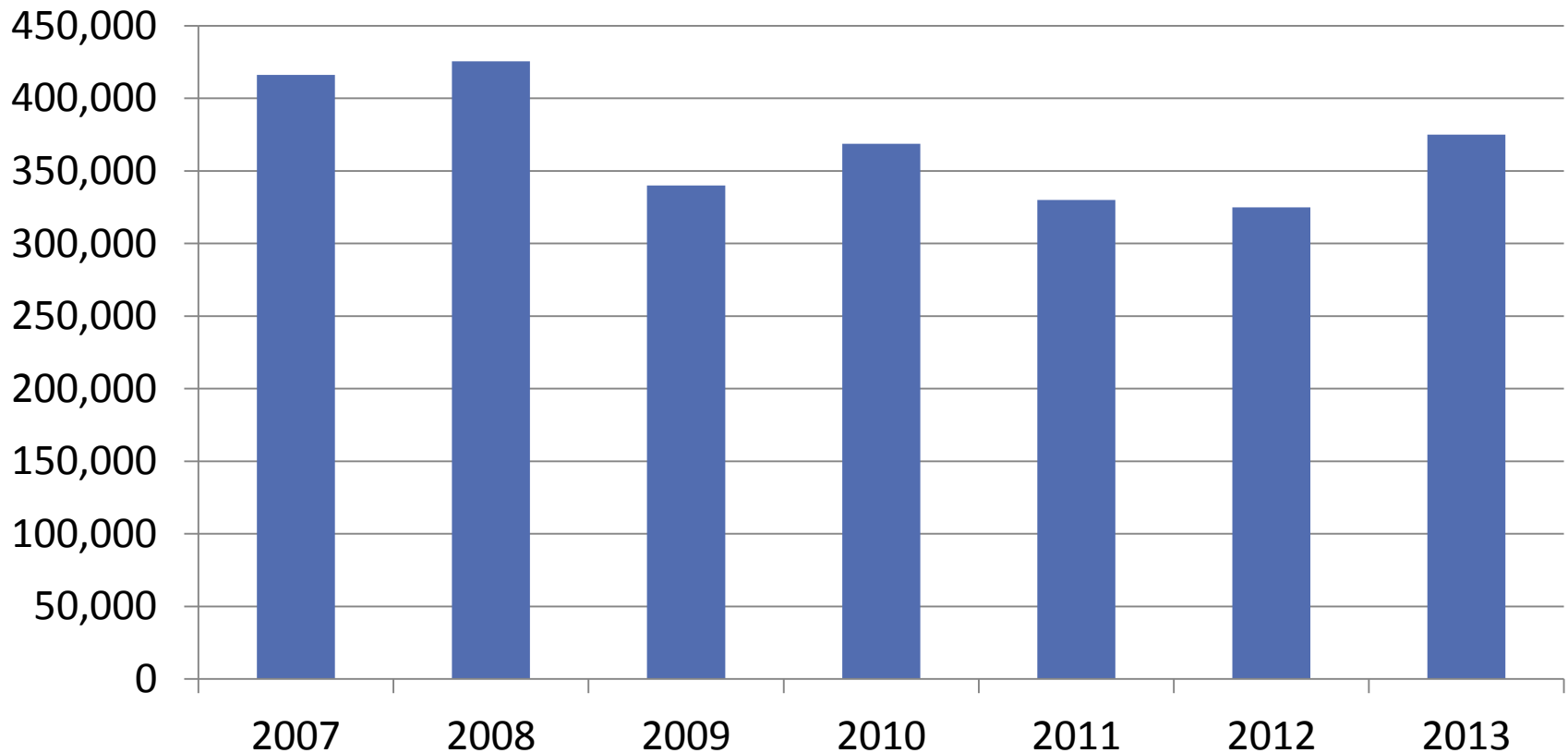
- Home sales in 2013 were close to 2012 levels:
 - Sales were down 11%
 - 66% of sales were under \$400,000
 - Home sales were UP 42% in 2012 (over 2011)
 - The market nationally improved in 2013 so Angel Fire should follow suit in 2014

Angel Fire Real Estate - 3

- We lagged behind the economic downturn in 2008 and can expect to lag behind the recovery
- The Santa Fe market has been improving over the last 18 months – Angel Fire should follow suit
- Trends point to increased prices and the recovery of the resort/second home market
- Buyers in Angel Fire can still take advantage of the current situation if they act soon

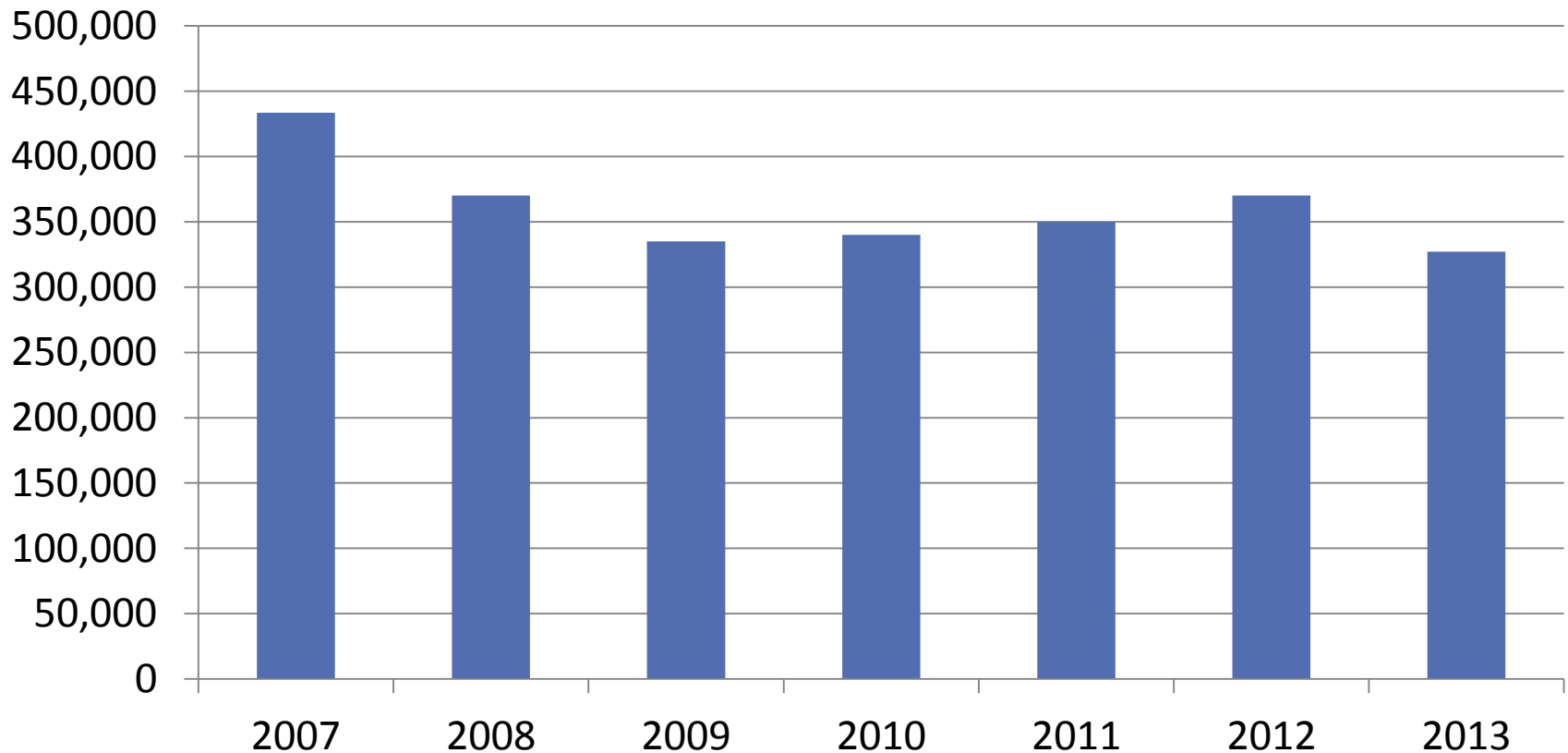
Santa Fe – Have we hit bottom?

Q3 Median Price City/County Single Family



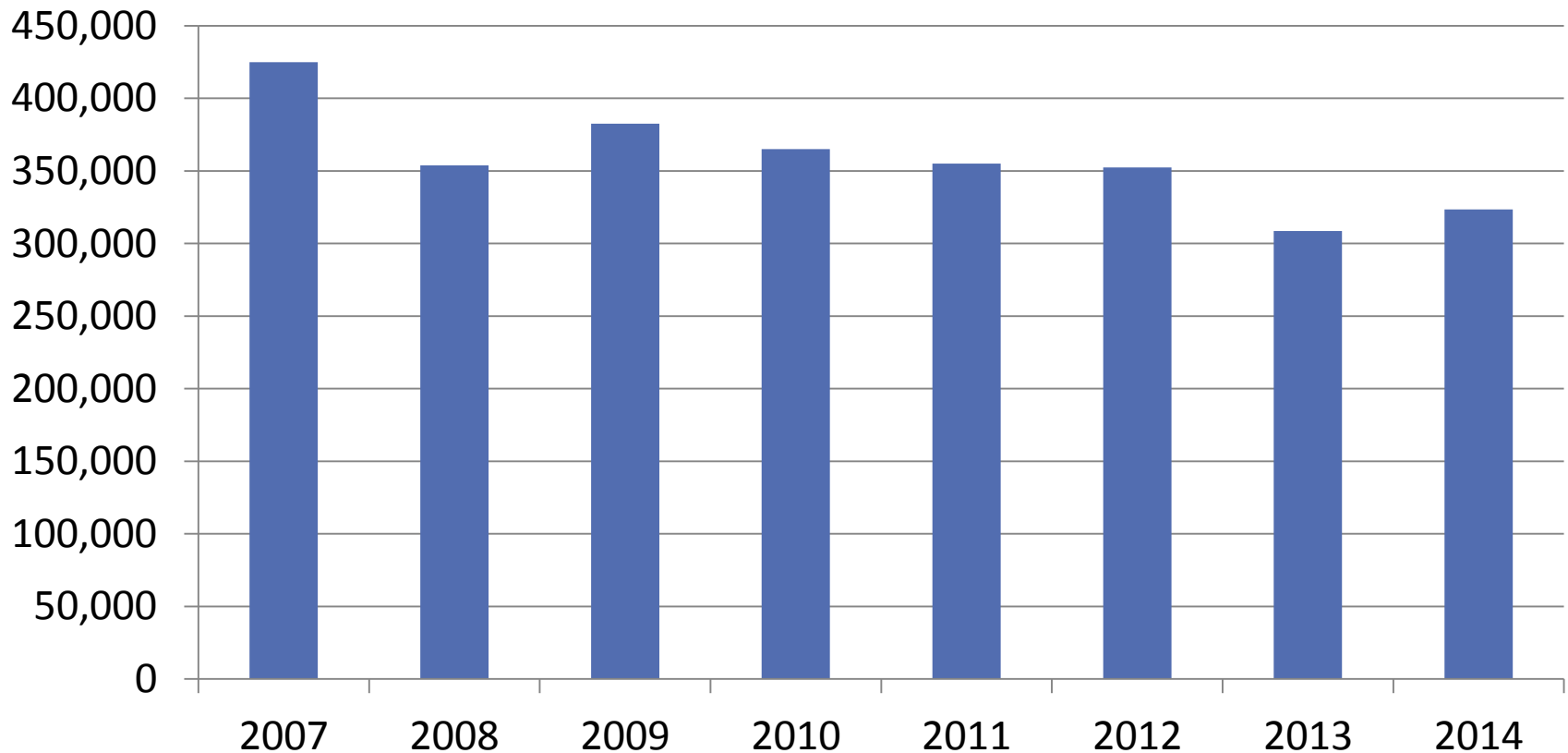
Santa Fe – Have we hit bottom?

Q4 Median Price City/County Single Family

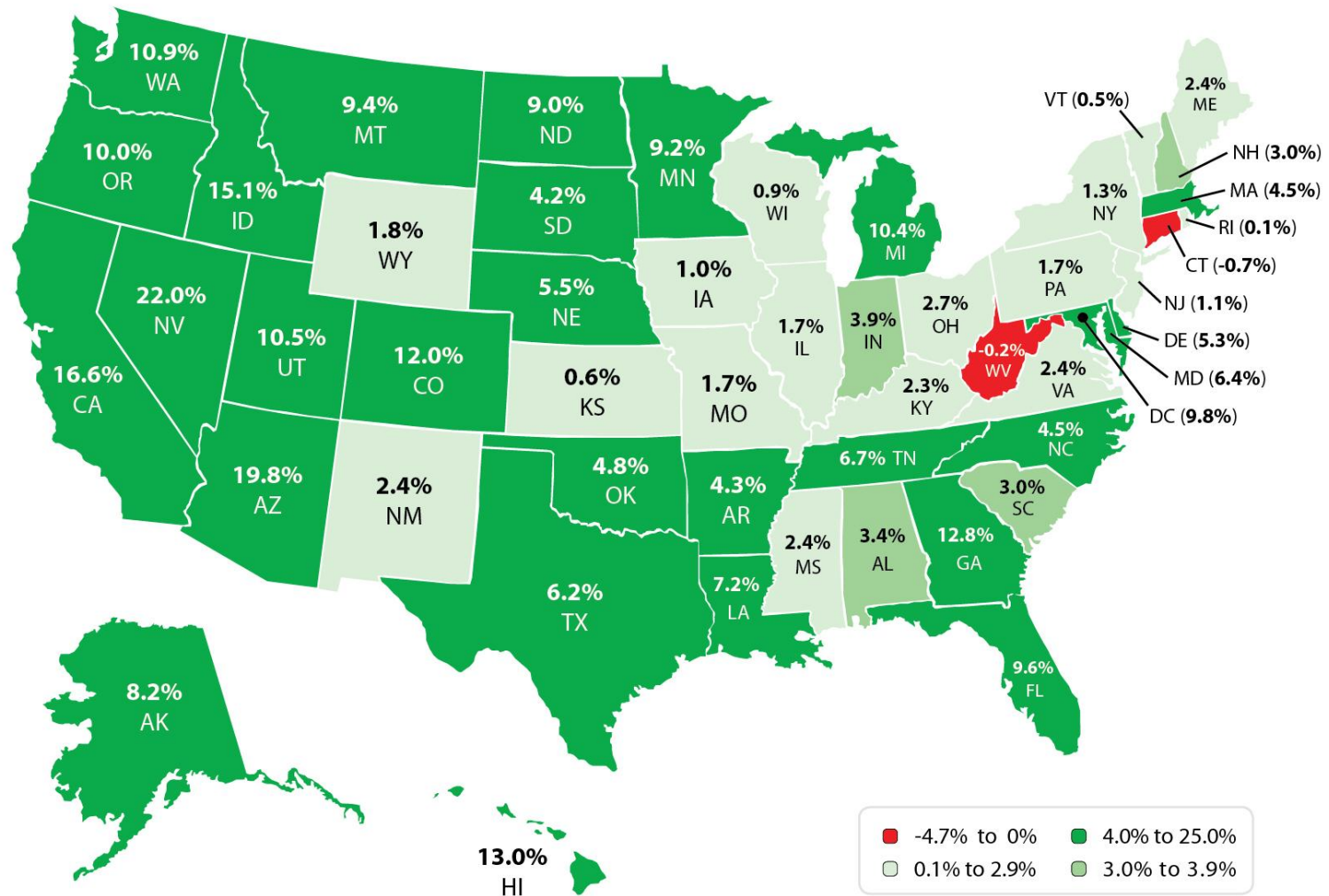


Santa Fe – Have we hit bottom?

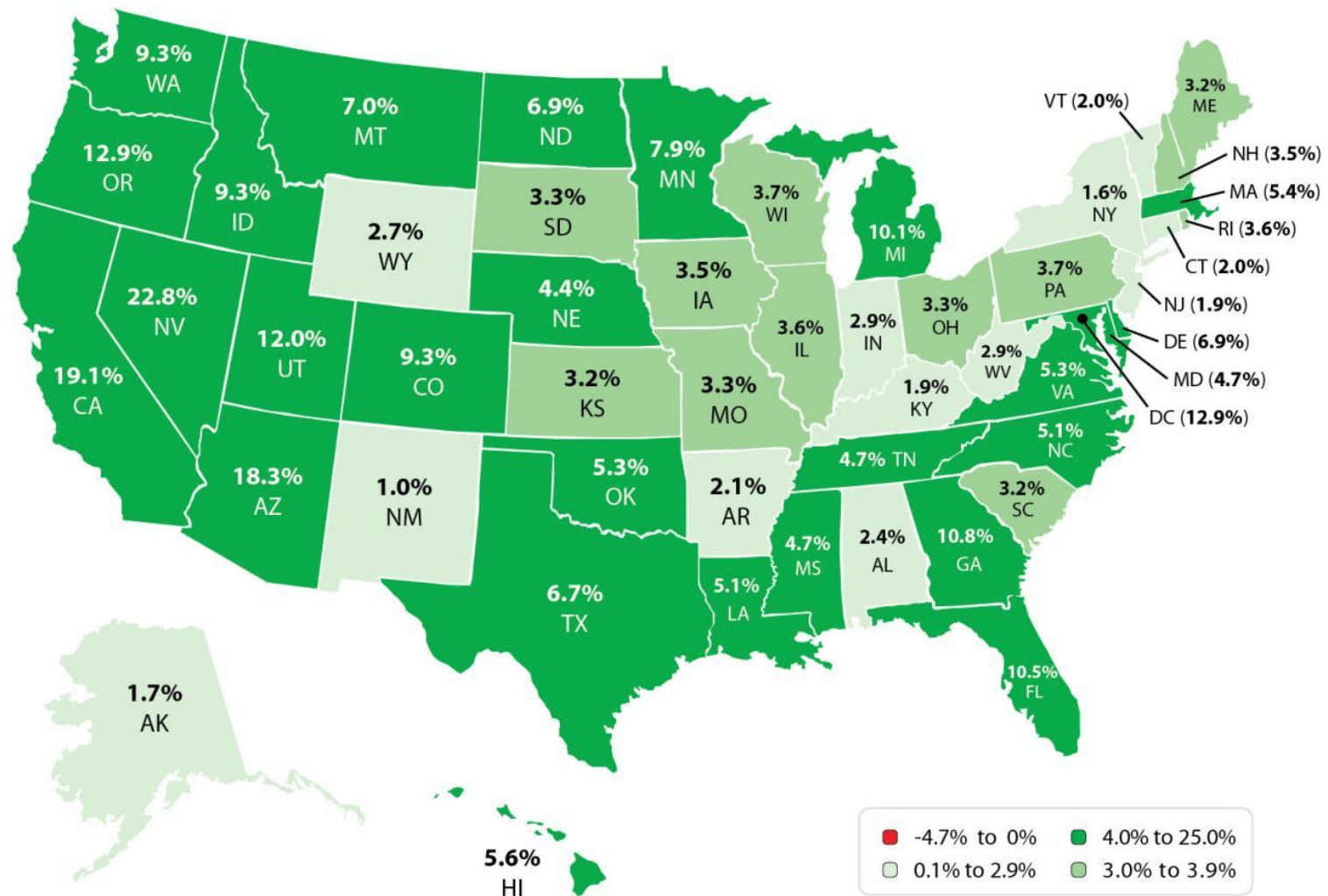
Q1 Median Price City/County Single Family



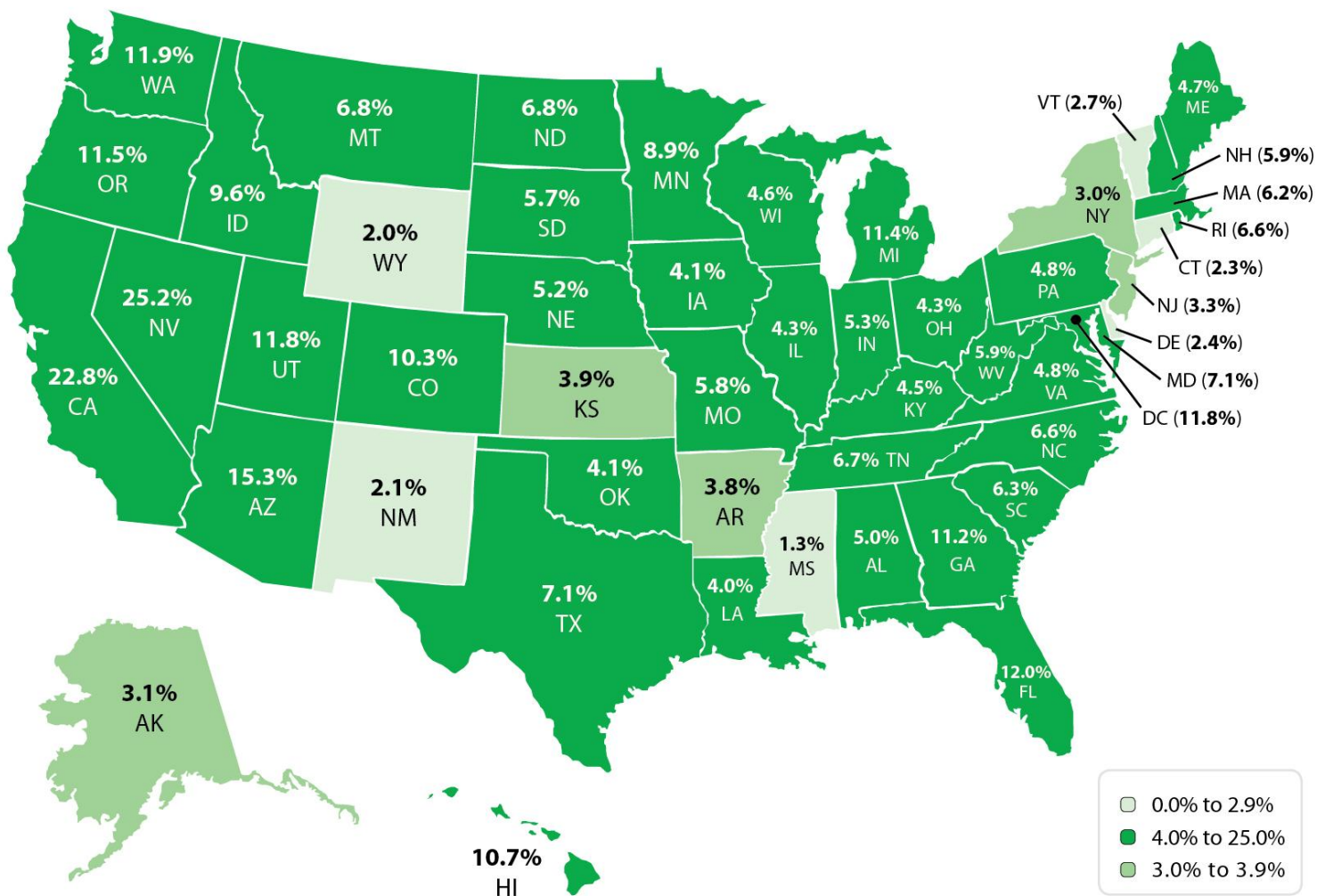
FHFA State Home Prices (2013 Q1 year-over-year)



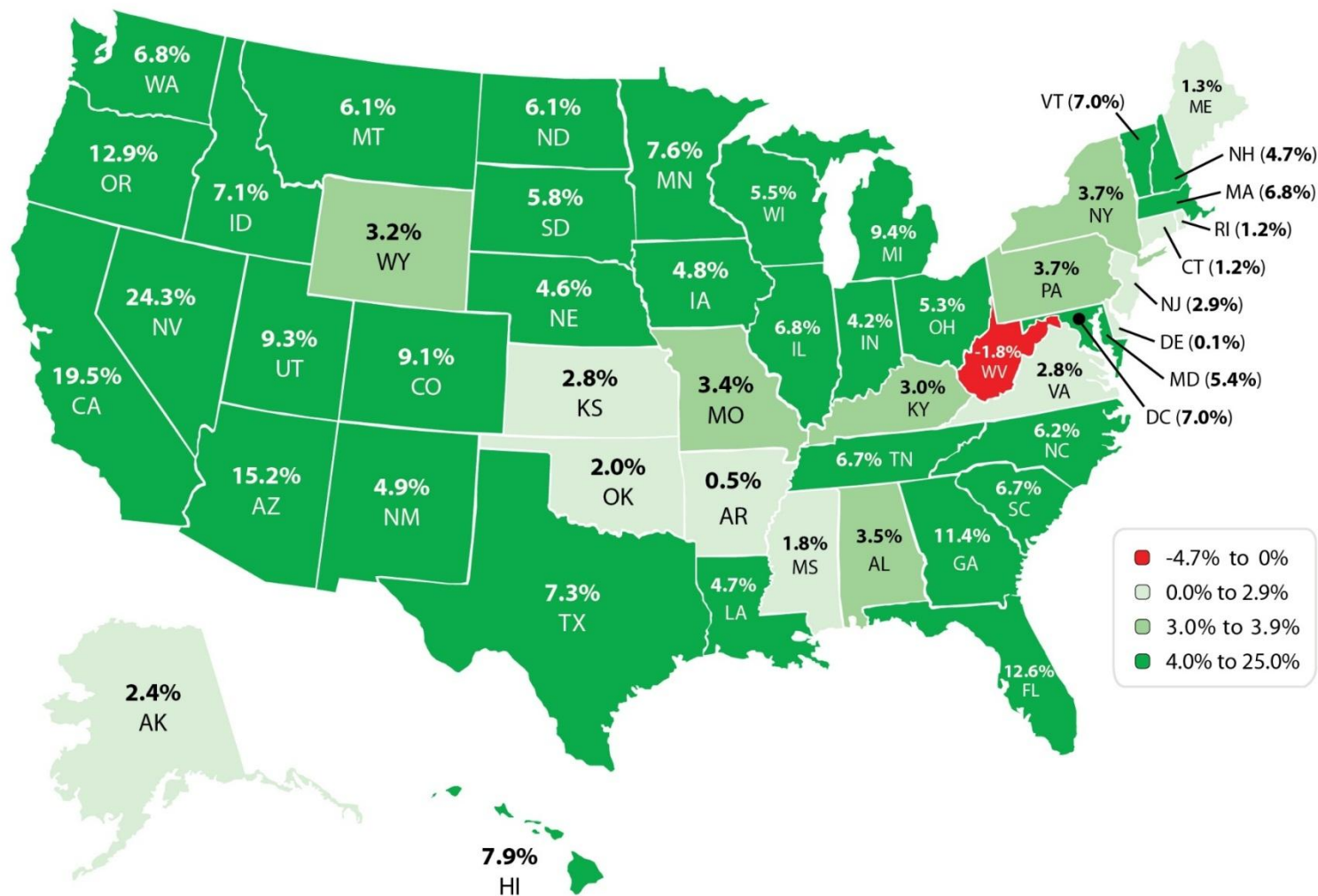
FHFA State Home Prices (2013 Q2 year-over-year)



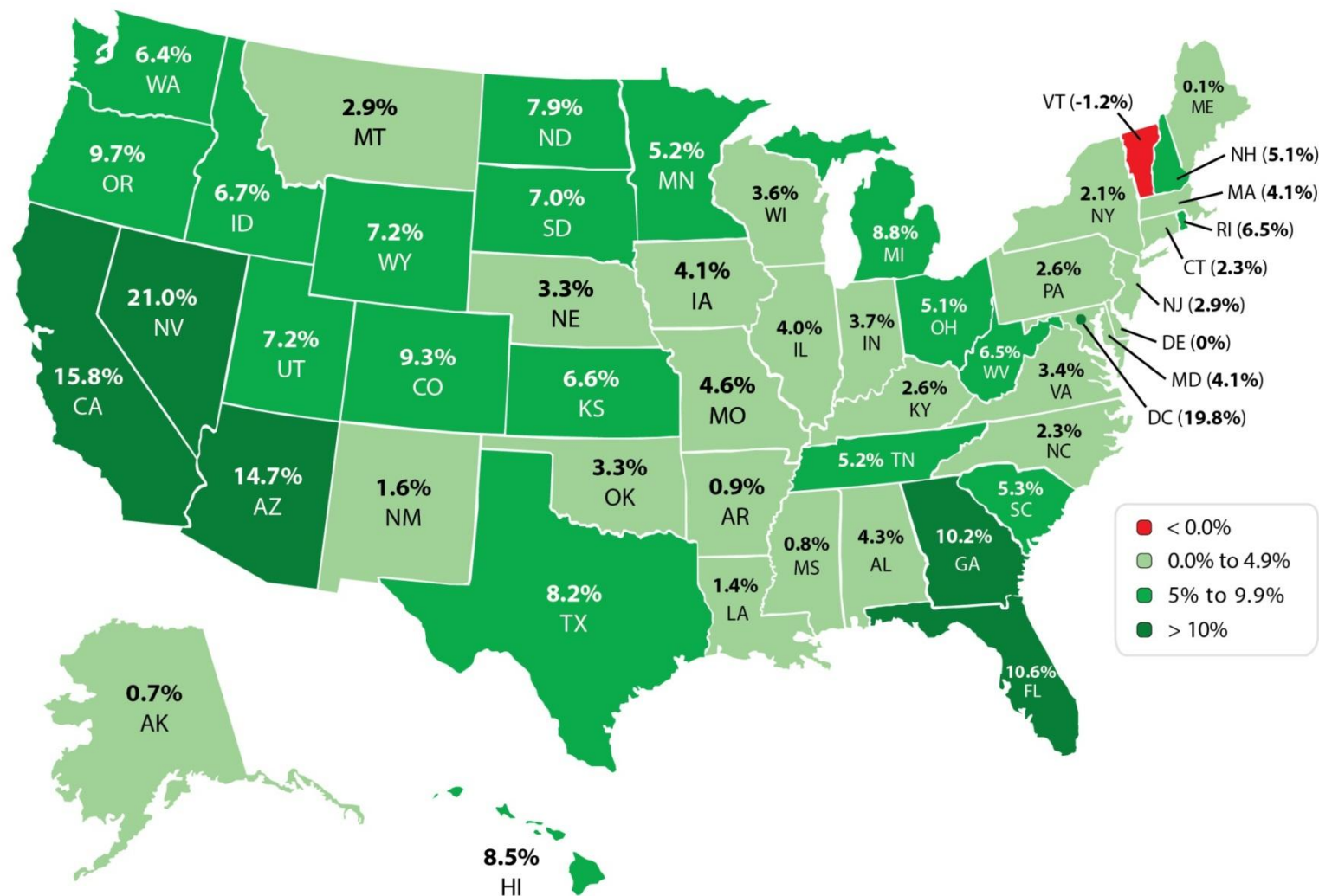
FHFA State Home Prices (2013 Q3 year-over-year)



FHFA State Home Prices (2013 Q4 year-over-year)



FHFA State Home Prices (2014 Q1 year-over-year)



Santa Fe Market Bounce Back



Businessweek:

7th biggest home price increase projected through 2014: Santa Fe metro
Forecast 4-year price increase: 25.8 percent

5 Best Places to Buy

CNN Money reported in March on the ***5 Best Markets to Buy a Home:***

Santa Fe is #3

“Home prices are forecast to rise 9.1% (annually) over the next five years -- the second highest price gain in the nation, according to Fiserv.”

Santa Fe – Strong Housing Market

Santa Fe has also held up well relative to other sun-drenched spots during the housing crisis. Employment here now outpaces the national average, and Fiserv Case-Shiller estimates that it will be one of the strongest housing markets over the next few years, with an annualized increase of 7.6% through 2016.



Where are Santa Fe home prices headed?

There are as many opinions as there are economists, but the consensus is that prices locally and nationally are headed UP. The question is, how much?

Here's what the experts say. Santa Fe

9.1% - CNN Money reported in March 2013 on the *5 Best Markets to Buy a Home* - Santa Fe ranked #3

"Home prices are forecast to rise 9.1% (annually) over the next 5 years - the second highest price gain in the nation, according to Fiserv."¹

25.8% - Businessweek (April 2010) projected in *America's Strongest Housing Markets in 2014* that Santa Fe home prices would increase by 25.8% through 2014.²

7.6% - CNN Money (June 2012) projected a 7.6% annualized increase in prices through 2016.³

Nation

3.1% - In the December 2012 Zillow® Home Price Expectations Survey of 105 economists, real estate experts and investment and market strategists, the average of all projections was 3.1% by the end of 2013.⁴

However, individual opinions for 2013 vary widely:

- 9.7% - JP Morgan Chase⁵
- 5.0% - Capital Economics⁶
- 5.5% - Barclays⁷



Francis Phillips

Senior Loan Originator

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http://www.fcbhomeloans.com/fphillips

¹http://money.cnn.com/gallery/real_estate/2013/03/14/buyers-markets/3.html

² http://images.businessweek.com/ss/10/08/0803_strongest_housing_markets/32.htm

³ <http://money.cnn.com/galleries/2012/retirement/1206/gallery/retirement-guide-best-places.fortune/2.html>

⁴ https://pulsenomics.com/uploads/Dec2012_ZHPES_Press_Release_Final.pdf

⁵ <http://blogs.wsj.com/economics/2012/12/14/home-prices-could-jump-9-7-in-2013-j-p-morgan-says/>

⁶ <http://www.themreport.com/articles/capital-economics-revises-forecast-as-market-strengthens-2012-12-07>

⁷ http://www.housingwire.com/news/2012/12/17/barclays-housing-market-remain-resilientf.UM_gKYl5mc0

The bottom line?

For Santa Fe and the nation, the consensus is that prices will increase.



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Jumbo Boom Benefits Wealthy Homeowners

- Financing for million-dollar homes becoming a relative bargain:

Lately, our jumbos are either in line with conforming (conventional) or better

Karen Mayfield

Mortgage banking national sales manager

BNP Paribas San Francisco

July 5, 2013

Planning to sell?

A recent national study by Spectrem's Millionaire Corner:

- 11% of affluent investors said they would put their homes on the market in the next 1-12 months

- Who or what are we competing with in this market and how do we stand out and conquer the competition?

As others have mentioned, there isn't much to do in Angel Fire. So if you are not there to ski, go somewhere else. That said, the skiing was great, the mountain is small enough that you didn't get lost. There are a lot of people out there working on the mountain and the lifts AND it's cheaper than Colorado...

tripadvisor review

The State of Angel Fire

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The image shows the iconic Ikea logo, which consists of the word "IKEA" in a bold, blue, sans-serif typeface. The letters are set against a bright yellow oval background, which is itself centered on a solid blue rectangular field.

IKEA

IKEA Authentic Brand Story

- 1943 - Founded in a rural area of southern Sweden during WWII
- Sold small items: pens, wallets, picture frames
- Values formed by these roots:
 - Thrift
 - Durability
 - Functionality

IKEA Brand Story - 2

- The Swedish furniture cartel tried to block IKEA from market because of their low prices
- IKEA responded by:
 - Opening their own stores
 - Catalog marketing – first catalogue 1951
 - Finding alternative suppliers
- Fueled growth

IKEA Success and Challenges

- Expanded to the US in the 1980s
- Caught the rising tide of Baby Boomers
- Captured young market – college students, singles in their first apartments, young couples
- Opened new stores as growth strategy – 38 stores in the U.S.

By 2010, growth stagnated and they had to figure out how to increase sales.

IKEA Hires Media Giants

- IKEA hired media agencies MEC and Ogilvy & Mather to create a strategy to increase the amount each customer spent per transaction at IKEA
- The agencies identified and focused on IKEA's prime demographic:
 - 35 year olds
 - Primarily women

IKEA - What was wrong?

- By studying IKEA's market they realized:
 - People were buying low-ticket items
 - Associated IKEA with frugality of younger self
- Insight: Women were no longer looking for hip furniture, they were looking for a unique vision of a happy family experience

IKEA's New Integrated Marketing Plan

All forms of advertising had to demonstrate the ability to put a room together with the various styles at IKEA:

- Print and online advertising showing people interacting with products
- Products placed on television shows
- Editorial integration (endorsements) – magazine and TV

IKEA Integrated Marketing - 2

- “Life Improvement Seminars” in conjunction with media partners like *O, This Old House*, *Cooking Light*
- Products used on home improvement shows
- Creation of *The Share Space* website where people upload photos of their IKEA rooms and *tag IKEA items* so a click takes the user to the item on IKEA’s website

The Share Space











IKEA's Result?

- Sales grew above expectations at 7.4% (versus the 5% target), **especially sales of staged rooms**, which rose 9% for living rooms and 12% for kitchens.
- In fact, IKEA outpaced industry growth, which was a low 1.05%.
- IKEA's Facebook fan base tripled to 354,000
- *The Share Space* site saw more than 36,000 unique users in the first month

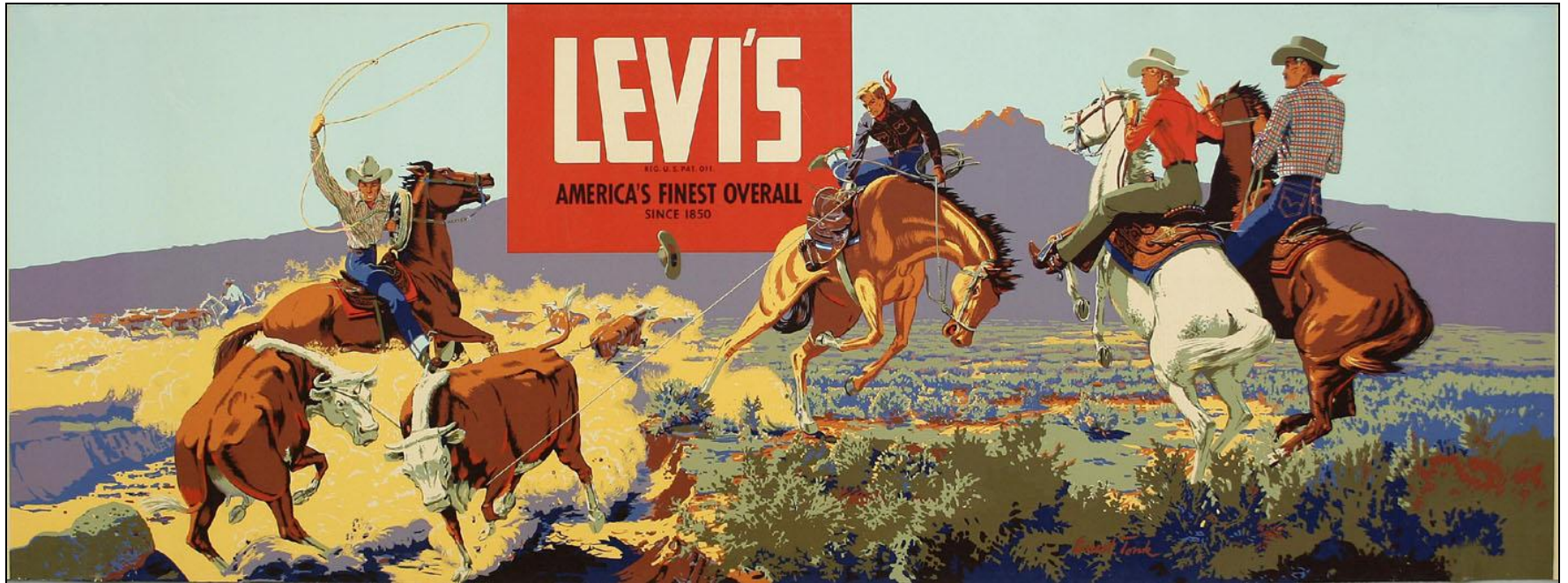


The Levi's logo is a red batwing shape with the word "Levi's" in white, bold, sans-serif font. The batwing shape is wider at the top and tapers towards the bottom, with a curved bottom edge.

Levi's

Levi's - Old Established Brand

- Family-owned (even still today)
- Founded 1854 to supply dry goods to miners
- 1873: Added copper rivets to denim pants, creating the first blue jeans – patented them
- Patent gave them a monopoly on more durable work pants, led to brand loyalty
- Survived the Great Depression by focusing on increased interest in the West (cowboys)



For that true western fit
... it's **LEVI'S***

THE ORIGINAL BLUE JEANS



LEVI'S ARE THE PANTS the cowboys have always worn. They're cut slim and trim, with a low waist and snug legs, for real comfort in action. And they're made tough, to stand the strain of rugged cowboy life. That's why they've been a Western favorite since Gold Rush days.

FOR FIT AND COMFORT, LEVI'S are first choice for active boys. Remember, there are lots

of blue jeans, but there's only ONE LEVI'S, the original cowboy pants! Look for the LEVI'S famous Red Tab on the back pocket.....



LEVI'S

AMERICA'S FINEST
OVERALL Since 1850

★ The name LEVI'S is registered in the U. S. Patent Office and denotes overalls and other garments made only by Levi Strauss & Co.

FIT...for action

LEVI'S®

**AMERICA'S FINEST
OVERALL**

SINCE 1850



©The name LEVI'S is registered
in the U. S. Patent Office and
is used by Levi Strauss & Co. and
other companies under license.
Levi Strauss & Co., 1000 Broadway,
New York, N. Y. 10003

PATRONIZE YOUR HOMETOWN MERCHANT... HE'S YOUR NEIGHBOR!

Levi's Growth in the 20th Century

- WWII made them popular with armed forces and civilian defense workers
- Post WWII, vets and defense workers kept wearing them – appeared on college campuses
- Became popular as casual wear, not just work clothes
- Symbol of youth/rebellion in 50's and 60's



Levi's - History of Social Responsibility

- Kept workers employed after 1906 San Francisco earthquake and during Great Depression
- Desegregated factories in 1940s
- Early funder of HIV/AIDS education in 1980s
- One of the first companies to offer health insurance to workers' spouses
- Eco line – organic cotton, recyclable packaging

Levi's - Challenges

- Started losing market share in 1980s
 - Designer jeans
 - Cheaper jeans
- Missed the “premium jeans” movement that began around 2000 – sales declined

Levi's – Strategies/Resolution

1. Brand loyalty in advertising
 - Reference history, work
2. Brand image to appeal to younger consumers
 - Edgy ads, new premium lines
3. Cheaper Signature line co-marketed with WalMart (now also Target, Kmart etc.)





WE ARE ALL WORKERS



Monongahela River
SANDOLLA, PA





advertisement



Jeane Genius

Meticulously made, each pair of **Levi's®** jeans is an original—just like the ingenious looks created by the season four **Project Runway** designers in the Levi's® design challenge. Now real-life fashion takes a cue from the show. Get ready for an explosion of personal style.

Street Glam.

When it comes to style, **Levi's®** might surprise you. Pair your **Levi's® Bootcut 545™** jeans with some runway-worthy shimmer for the ultimate street-style look. Add a personal touch of twins and watch your endowment grow.

Find Your Fit at levi.com/women





Levi's

1. Recognized changing market conditions
2. Planned to adapt to market
3. Responded appropriately. Re-branded and strengthened in a changing market

A person wearing a purple jacket, a black beanie, and gloves is riding a dark blue and silver motorcycle on a paved road. They are holding a pair of red Atomic skis horizontally across the handlebars. The skis have "ATOMIC" and "MODULE" written on them. The background features a rugged, rocky mountain with patches of snow under an overcast sky. The road is dark and appears wet.

30% off fall
and winter
styles*

NOW THROUGH JAN. 26

▶



Patagonia History

- Founded by mountain climber Yvon Chouinard
- Was dissatisfied by existing climbing gear so designed/made his own line of equipment
- 1970's - Started importing shirts and knickers for his climbing friends
- Started manufacturing outdoor clothing, outstripped the climbing gear
- By mid 1980's, was a top outdoor "fashion" brand

Patagonia - 2

- In 1985 started giving 1% of sales revenue (not profits) to environmental organizations
- In 1991, after several years of overambitious growth, faced a crisis: credit cut off, had to lay off 1/5 of the workforce
- Chouinard advised to sell company for \$100m
- Decided could do more good by making major changes and emphasizing his core values

Patagonia – New Plan, Huge Success

1. Use organic cotton only
2. Create garments from recycled materials
3. Document/publish the environmental footprint for every item sold
4. Run company debt free

Patagonia - What do they do?

- Build trust
 - Be honest
 - Be transparent in your business
 - Be open to your clients' comments/feedback
- Create a connection
 - Align your brand with customers' interests
 - Sponsor events/get involved where they are involved

Patagonia - Share Their Values

- Uses a portion of profits to help make the earth greener and healthier
- Put standards in place so vendors adhere to those ecological commitments
- In 2011 Patagonia had a 30% increase in revenue and opened a dozen new stores to meet increased demand

THE REAL GOLD MINE
IS ALREADY HERE.
TELL THE EPA TO KEEP
BRISTOL BAY'S
WATERSHED JUST
THE WAY IT IS.
ACT TODAY TO STOP
THE PEBBLE MINE

WWW.SAVEBRISTOLBAY.ORG/TAKE ACTION

patagonia
patagonia.com.au




FOR THE PLANET
COREY ARNOLD © 2011 Patagonia, Inc.

Patagonia Evangelists

- Create brand evangelists – “raving fans”
 - Speak positively about you
 - Stand by you
 - Recommend you over your competitors



Patagonia's Unique Marketing Style

- Masters of content marketing
- No outside advertising/marketing agency
- In the days of catalog sales, 50% of the pages were devoted to long essays
- Stay away from the hard sell
- Willing to take stands on issues
- Risky ads to make their point

DON'T BUY THIS JACKET



Patagonia “Don’t Buy” Campaign

- On Black Friday, 2011, Patagonia took out a full-page ad in the New York Times:

Don’t Buy This Jacket

- Documented in detail the environmental footprint of the garment
- Boosted company sales, probably by taking consumers away from competitors

DON'T BUY THIS JACKET



It's Black Friday, the day in the year retail turns from red to black and starts to make real money. But Black Friday and the culture of consumption it reflects, puts the economy of natural systems that support all life firmly in the red. We're now using the resources of one-and-a-half planets on our one and only planet.

Because Patagonia wants to be in business for a good long time—and leave a world inhabitable for our kids—we want to do the opposite of every other business today. We ask you to buy less and to reflect before you spend a dime on this jacket or anything else.

Environmental bankruptcy, as with corporate bankruptcy, can happen very slowly, then all of a sudden. This is what we face unless we slow down, then reverse the damage. We're running short on fresh water, topsoil, fisheries, wetlands—all our planet's natural systems and resources that support business, and life, including our own.

The environmental cost of everything we make is astonishing. Consider the R2* jacket shown, one of our best sellers. To make it required 135 liters of

COMMON THREADS INITIATIVE

REDUCE

WE make useful gear that lasts a long time
YOU don't buy what you don't need

REPAIR

WE help you repair your Patagonia gear
YOU pledge to fix what's broken

REUSE

WE help find a home for Patagonia gear
you no longer need
YOU sell or pass it on*

RECYCLE

WE will take back your Patagonia gear
that is worn out
YOU pledge to keep your stuff out of
the landfill and incinerator



REIMAGINE

TOGETHER we reimagine a world where we take
only what nature can replace

water, enough to meet the daily needs (three glasses a day) of 45 people. Its journey from its origin as 60% recycled polyester to our Reno warehouse generated nearly 20 pounds of carbon dioxide, 24 times the weight of the finished product. This jacket left behind, on its way to Reno, two-thirds its weight in waste.

And this is a 60% recycled polyester jacket, knit and sewn to a high standard; it is exceptionally durable, so you won't have to replace it as often. And when it comes to the end of its useful life we'll take it back to recycle into a product of equal value. But, as is true of all the things we can make and you can buy, this jacket comes with an environmental cost higher than its price.

There is much to be done and plenty for us all to do. Don't buy what you don't need. Think twice before you buy anything. Go to patagonia.com/CommonThreads or scan the QR code below. Take the Common Threads Initiative pledge, and join us in the fifth "R," to reimagine a world where we take only what nature can replace.

patagonia
patagonia.com



TAKE THE PLEDGE

If you sell your used Patagonia product on eBay and take the Common Threads Initiative pledge, we will do for your product on patagonia.com for no additional charge.

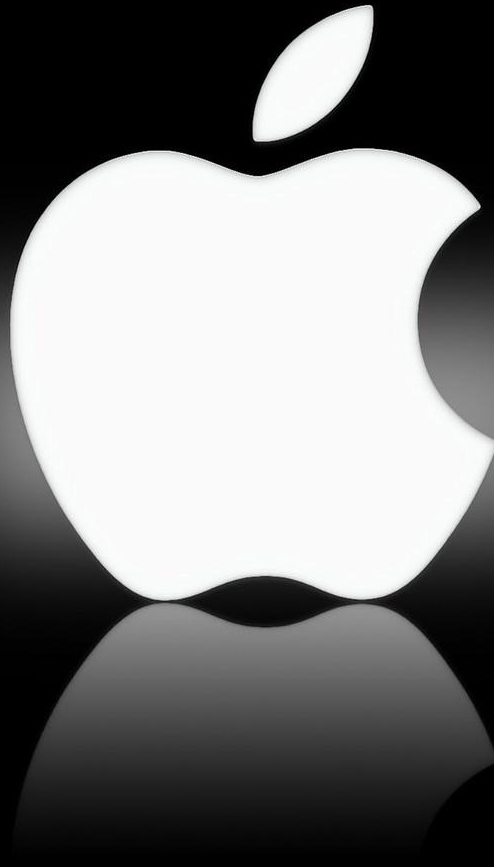
Patagonia's Common Threads Initiative

- **Reduce**
 - WE make useful gear that lasts a long time/YOU don't buy what you don't need
- **Repair**
 - WE help you repair your Patagonia gear/YOU pledge to fix what's broken
- **Reuse**
 - WE help find a home for Patagonia gear you no longer need/YOU sell or pass it on
- **Recycle**
 - WE will take back your Patagonia gear that is worn out/YOU pledge to keep your stuff out of the landfill and incinerator
- **Reimagine**
 - TOGETHER we reimagine a world where we take only what nature can replace

Marketing to the “New Affluent”

- Agreement with 5 out of 6 value statements:
 - Owning good quality things brings me enjoyment
 - I like to stand out from others
 - I am usually one of the first to try new products/services
 - I think of myself as a creative person
 - I try to keep up with technological developments
 - I believe in protecting the environment





Apple

Iconic, incredibly successful, instantly recognizable.

How did they do it?

- When Steve Jobs returned to Apple in 1997, they were on the edge of bankruptcy:
 - A loss of \$1 billion dollars from the previous year
 - 90 days from bankruptcy

Apple - 2

- In 1997, the year Jobs came back, and applied his marketing strategies:
 - Recorded a profit of \$5.9 billion
- Over the next 10 years, Apple's stock market cap grew from \$3 billion to \$702 billion (Microsoft \$226 billion, Google \$218 billion)
- So *how* did he do it?



Think different.

Apple - Immediate Actions

- Cut a \$100 million project – the Newton
- Aligned with “the enemy” – Microsoft – to create a Mac version of Office and received \$150 million cash infusion
- Started immediately on developing a sexy new computer that looked like nothing else – the iMac – and unveiled it in 1998



Apple - More than Products

Steve Jobs:

- If you give people what they want, educate them on why they need it, show them how it will improve their lives, and why no competitor's products can compete with the convenience and ease of use of yours, customers will open their wallets.

Apple - Steve Chazin

Steve Chazin was the Apple marketing exec who worked with Steve Jobs to rescue the company in the mid-90s.

He outlines their strategy:

1. Don't sell products – people buy what other people have
2. Go one step further – surprise and delight your customers

Apple - Product Innovation

- iBook (laptop)
- iPod
- iTunes
- iPhone
- iPad



Apple - Revolutionized Retail

Retailers weren't giving Apple products the exposure Jobs wanted so he dropped them.

The answer?

The Apple Store

What's revolutionary?

The philosophy: "Enriching lives" is on the credo card all employees are encouraged to carry.



Apple - 2

- They don't sell stuff – they sell the experience
- Hands-on – you can try the products
- One-to-One: 1 year membership program offers personalized instruction in the Apple Store. Instructors are called “Creatives” and the mission is to create customers for life
- The focus is on building relationships

Lessons from Apple

- Have a clear mission: ***Think Different*** guided Apple.
- Ask the right questions: Not “how can we make money” but “how can we make the experience compelling.”
- Snatch ideas: Apple doesn’t invent, they take existing items and make them better.
- Go out on a limb: Follow your convictions and learn from failure.



Takeaways

- IKEA: Staged rooms, visualize what you are buying
- Levis: Tried and true, Cowboys, the West
- Patagonia: Intellectual pursuit
- Apple: Think Different

Marketing Angel Fire

- The Angel Fire Village: How to attract new primary residents and second home buyers?
- How to attract vacationers?











Fall in Love with Angel Fire - AGAIN































































Angel Fire –The Destination City

Red River

- Population 2012: 475
- Median Resident Age: 41.1
years
- Est. Median HH Income 2011: \$54,504
- Est. Median House/Condo 2011: \$312,890

Telluride

- Population 2012: 2291
- Median Resident Age: 35.9 years
- Est. Median HH Income 2011: \$61,685
- Est. Median House/Condo 2011: \$966,789

Telluride - 2

Telluride was a mining town resurrected in the 1970's by a different kind of gold: white gold, or snow.

In 1978, two Colorado natives, Ron Allred and Jim Wells, with the backing of their Benchmark Corporation out of Avon, Colorado, assumed control of the ski area. Their vision included a resort village along with a first-class ski area and year-round destination.

The Telluride Ski Resort currently boasts over 2,000 acres of skiable terrain and an average of 300 inches of snowfall annually.

Telluride - 3

Telluride's summer season is filled with a wide variety of special events and activities:

- The world-renowned Telluride Bluegrass Festival annually brings together the best bluegrass and American roots music musicians for four days of live music and celebration.
- The prestigious four day Telluride Film Festival provides a forum for discussion, screenings and learning.

Telluride is truly a year-round resort.

- As a Village, how do we partner with the rest of the collective “we” to maximize our success in attracting that new sustainable investment of heart, mind, soul and capital to our community?

Angel Fire - New Events

Five (3-4 day) Events focused on:

1. Veterans
2. Home sales
3. Sports/athletics
4. Entertainment
5. Restaurants/hospitality
6. Retail
7. Seniors
8. Family
9. Children

Events Poll Results

9.13	Wings Over Angel Fire
8.84	Bicycle Race
8.67	4 th of July Celebration
8.43	Concert in the Park Series
8.4	Bluegrass Festival
8.18	Autumn Gold Festival
8.17	Farm Food and Wine Festival
8.14	Farmers Market Weekends
8.13	ColorFest Fall Aspens Event
8.05	Blues, Brews, Bikes N BBQ
7.89	Movies Under the Stars
7.81	Rock the Mtn (Rock Music Event)
7.76	Music From Angel Fire

Events Poll Results - 2

7.69	Kids Fishing Derby
7.67	Chili Cook Off NM Style
7.56	Jazz Festival
7.47	Arts Festival
7.45	Angel Fire Mountain Games
7.38	Angel Fire Homes Tour
7.35	Food & Wine Experience
7.33	Car Club Show
7.28	Hike Wine and Dine Experience
7.22	Taste of Angel Fire
7.18	Cars and Motorcycles Rally
7.15	Battle of Bands Weekend
7.07	Culinary Festival

Events Poll Results - 3

7	Triathlon
6.95	Wknd Servicemen & Service Women Tribute
6.93	Spring Fest- Arts N Crafts
6.89	Photographers Festival
6.85	Zip Line Triathlon Event
6.82	Marathon Race Event
6.11	International Dance Festival
6.05	Classical Music Series
5.89	Village Birthday
5.47	Mud Ball
5.35	Dog Parade
5.11	Tiny Tots Halloween Parade
4.26	Angel Fire Fashion Show

Poll Comments

- *I think we need more organized events*
- *Not sure we do a good enough job of letting the TX OK market know about us*
- *We need more organized events that are spectator friendly*
- *We desperately need a downtown “walking” area with sidewalks ... Brewery?*
- *Need a “core” downtown. Community lacks a “soul.” Red River has soul*

Poll Comments - 2

- *16 years ago the “wild west” attitude now seems hum drum*
- *Need more restaurants and shops for customers*
- *Could possibly provide some activities during the slow times of the year, Spring and Fall*
- *I feel there is not a cohesive marketing plan/attack. There needs to be a combined effort between Village, Resort, Chamber again with all being on the same marketing message.*

Poll Comments - 3

- *There is almost nothing for children to do in Angel Fire. (That sadly, includes our local children.) There is no shopping. Women, especially, like to shop on vacations. Dining overall is marginal at best. The Village was on an upward spiral. Not anymore.*
- *Resort must improve its mountain facilities, customer service and advertise. Village should revisit and reduce construction fees which discourage home construction.*

Poll Comments - 4

- *The Resort does not seem to care about their employees, customers or community.*
- *Not much to do!*
- *Angel Fire needs to become more active as a LEADER- Stand Out! AS a town we must help small businesses in Angel Fire and promote future business and incentives. Yes We Can!*
- *To the Mayor- Help make working people's lives in AF better. Have more free or lower fee events so they can participate with their families.*

Poll Comments - 5

- *Need more “after ski” activities, more festivals. When I think of our current successful events, I like the Garden Tour, Enchanted Circle Bike Race, Builder Parade of Homes, MV Artsfest, Music from Angel Fire.*
- *Too little marketing, too few events*
- *If we had a downtown all the events and businesses would be more successful*

Poll Comments - 6

- *Providing activities/entertainment for all demographics of tourists and 2nd home owners*
- *We could work together better as a team: Village, Resort, Chamber*
- *Many say guests just visit once. If we had more to offer re: activities, festivals, etc. We could change that.*
- *We need more localized village activities day and night for families and younger generation*

Poll Comments - 7

- *We need events that bring spending customers to town. Constant donations for charity events are vey taxing on small businesses. Music, wine and beer, carnival*
- *Improved BIKE advertising (not AFR) for great forest trail system*
- *We have lots of outdoors but advertising is lack unless it relates to AFR. IE: great mountain biking access to national forests from the center of town.*
- *Resort dictates a large portion of activities for clients and they do a poor job of that. Clients need things not dictated at the Resort.*

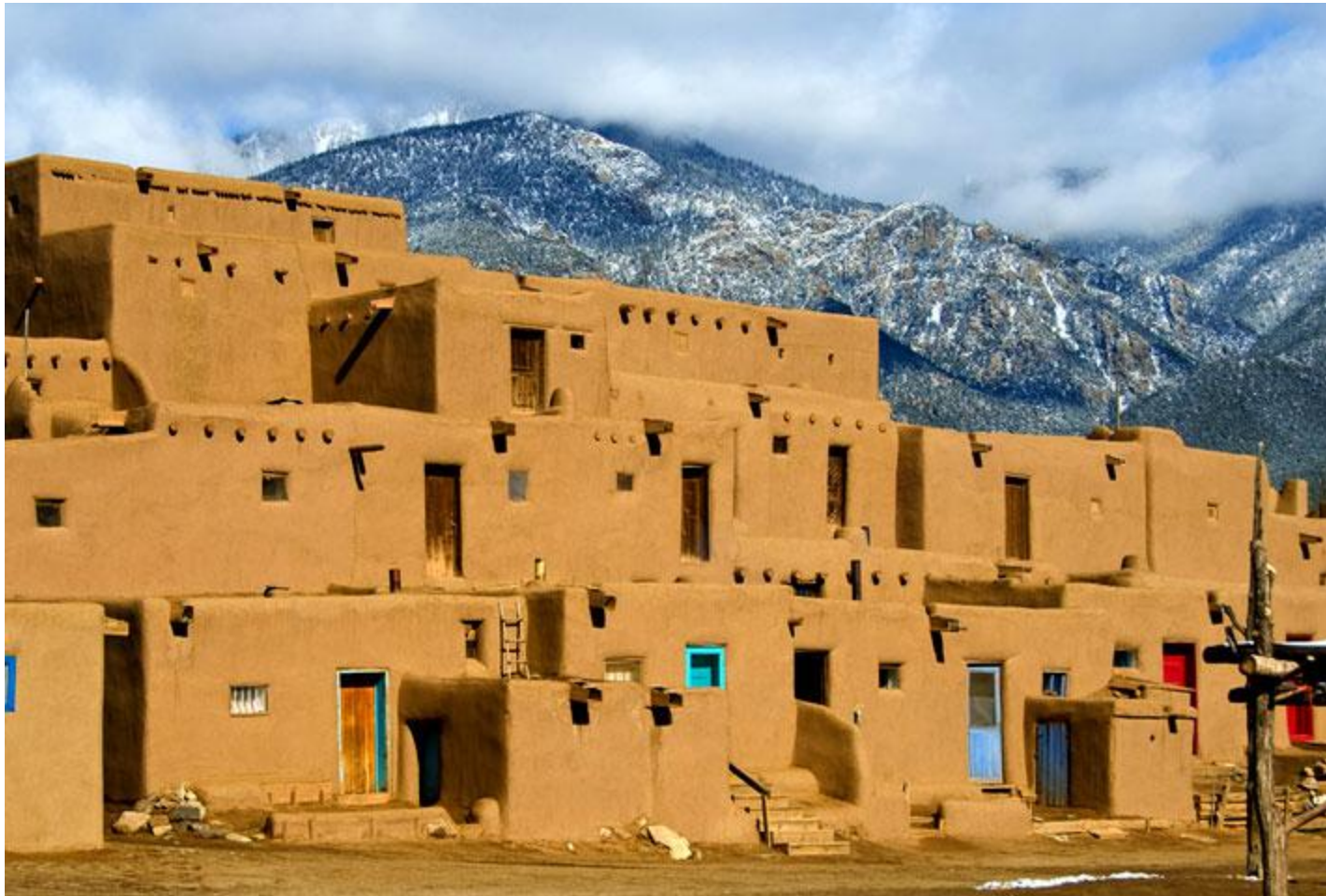
Poll Comments - 8

- *Not enough to keep people entertained. Not enough commercial shopping and eating.*
- *I feel the town is not aware we are a tourist driven economy and it's important to be friendly and welcoming to our guest so they come back. We need repeat business! We need a town plaza!*
- *We need more structured events. Target- Park music and vendors for events.*
- *We seem to lack a cohesive structure in regards to working together as a team. Each business and organization works for and at their own pace of interests.*

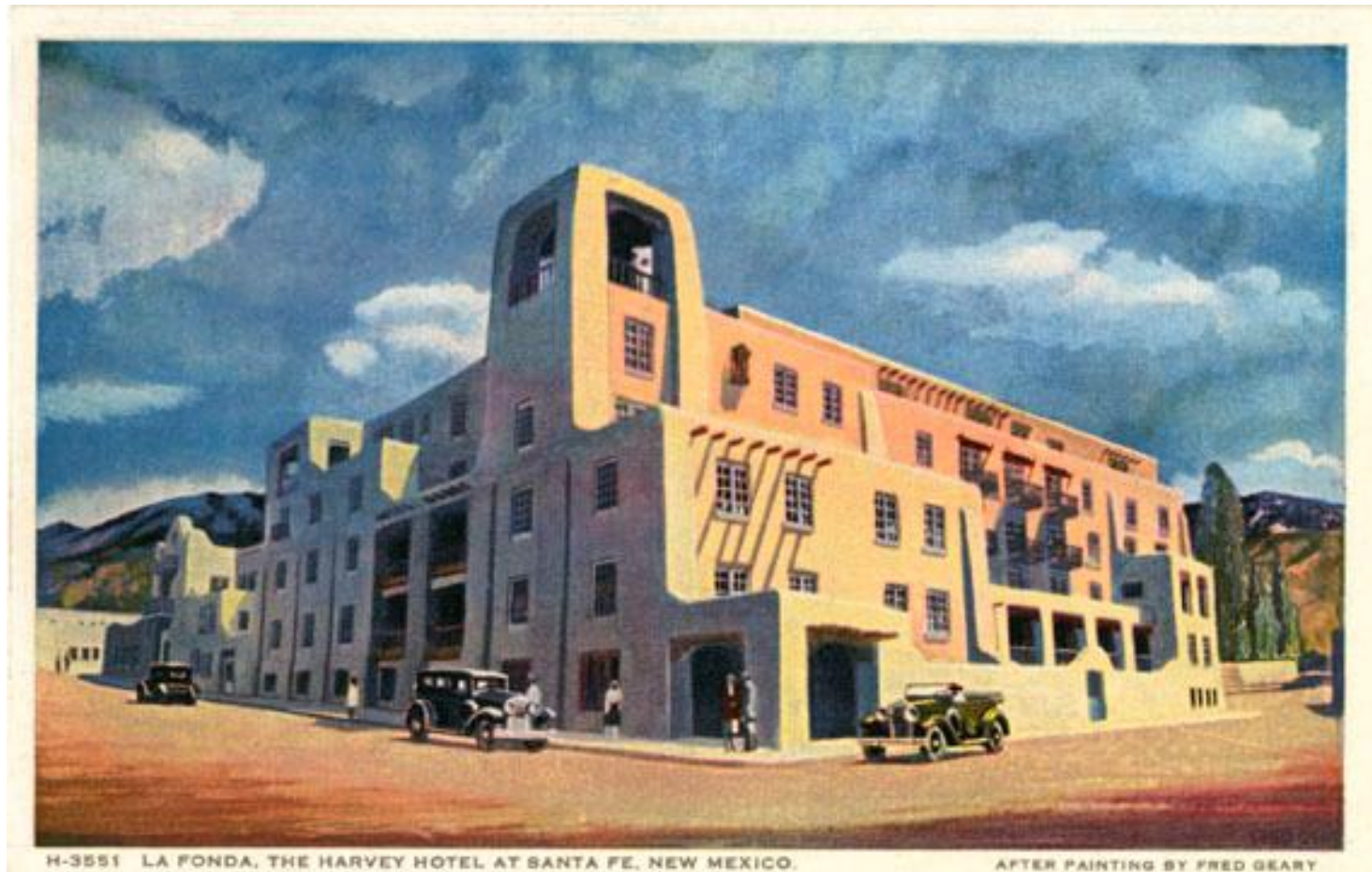
Santa Fe – The Destination City

- The re-branding of Santa Fe started in 1912 when New Mexico gained statehood
- Influential archaeologists and artists wanted to stand apart from other cities, promote tourism
- “Santa Fe Style” created, based on Pueblo and Territorial architecture

Santa Fe Style – Inspiration



Santa Fe Style - Original



Santa Fe Style - New



Santa Fe - The City Different

- Santa Fe is unique:
 - Individual architectural style
 - Well-preserved historic districts
 - Dedication to cultural conservation
 - Art galleries
 - Markets
 - Food
 - Events

Unique Architecture



Historic Districts



Cultural Heritage



Art Galleries



Santa Fe – The City of Markets

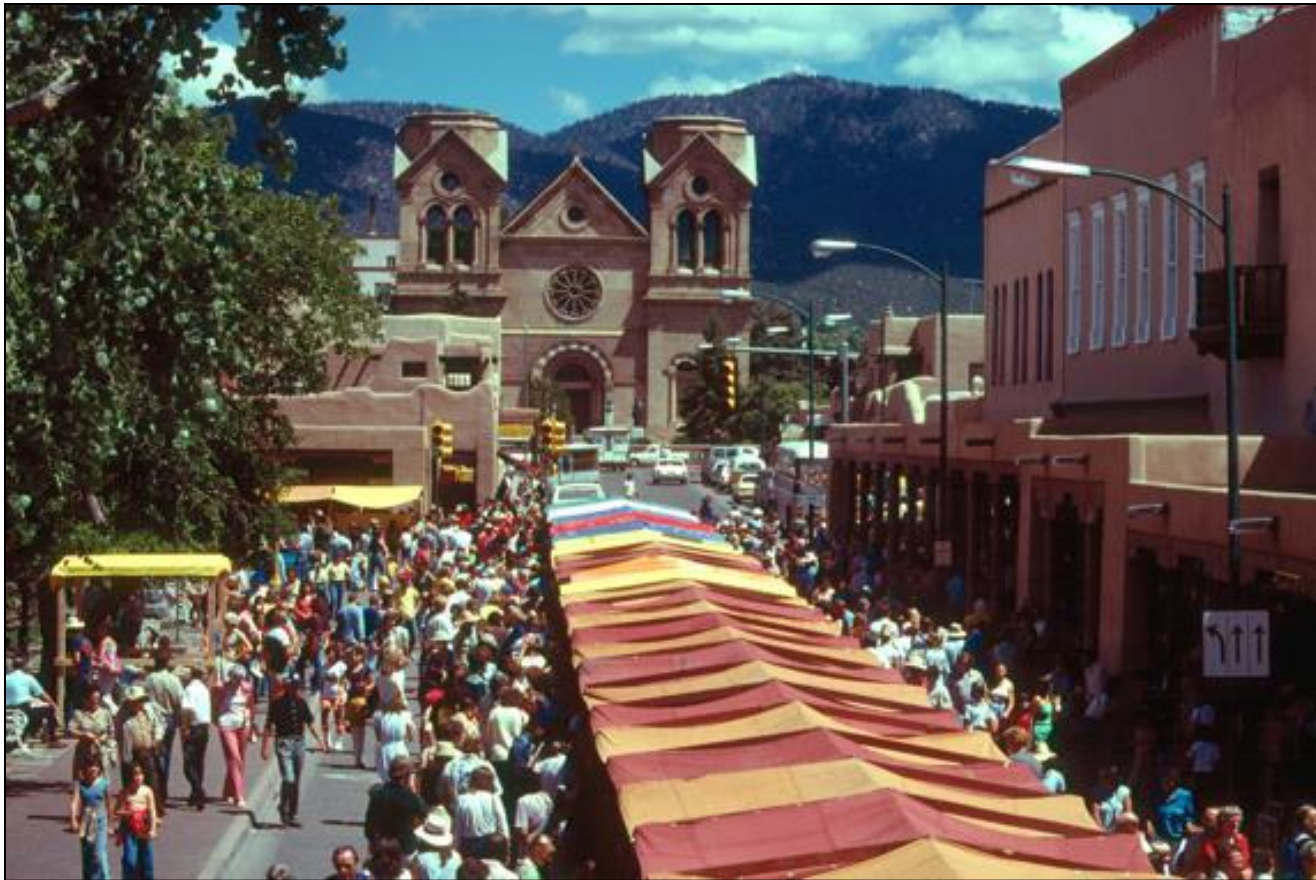
- Indian Market: 150,000 visitors
- Folk Art Market: 20,000 visitors
- Spanish Market: 70,000 visitors
- Farmers Market (weekly)

http://swaia.org/Indian_Market/Indian_Market_2013_Dates_and_FAQs/

<http://www.folkartmarket.org/blog/>

<http://www.santafe.com/calendar/event/61st-annual-traditional-spanish-market>

Indian Market



Folk Art Market



Spanish Market



Farmers Market



Food



Santa Fe – Unique Events

- Opera
- Music
- Fiesta
- Wine and Chile Fiesta
- Christmas

Opera



Music



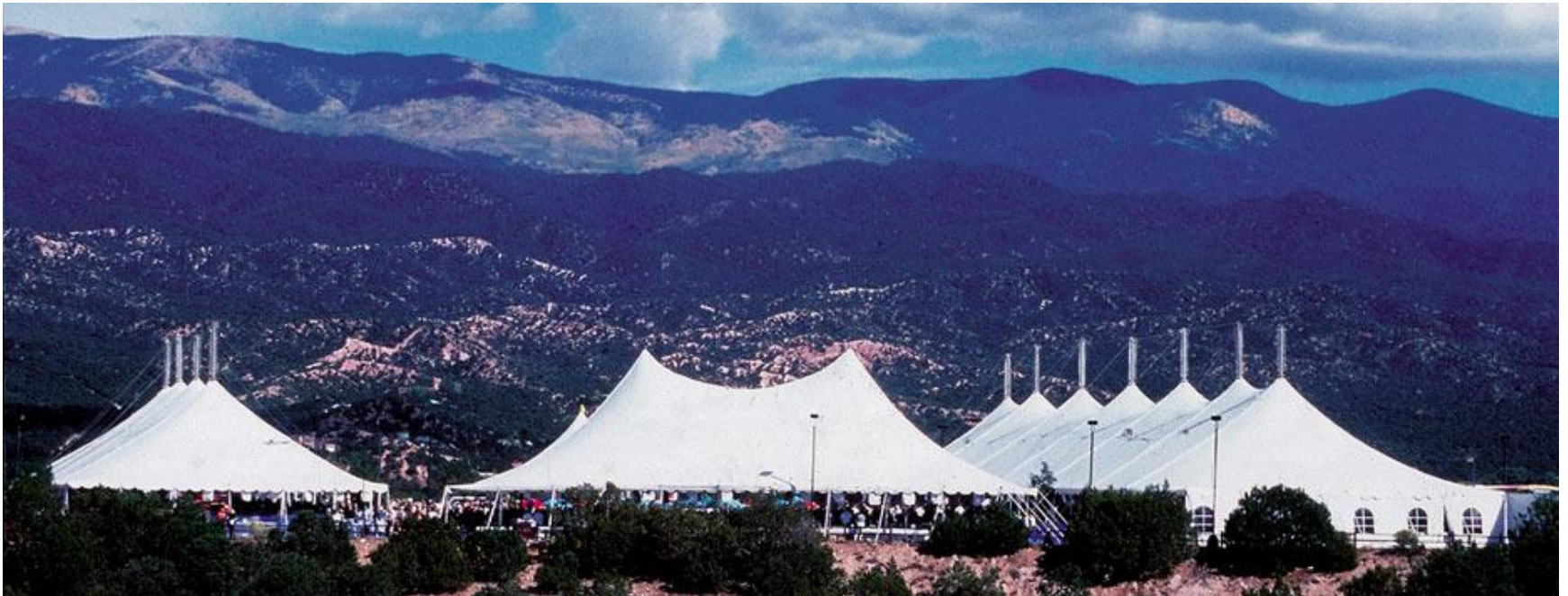
Music on the Hill – St. John's College



Fiesta de Santa Fe



Wine and Chile Fiesta



Christmas



Santa Fe – It's the Tops!



If you're thinking of buying a home here, you already have your own reasons for loving Santa Fe. You have plenty of company. We found many national – and international – sources who share our affection for this special place.

America's Favorite Cities 2012, Travel and Leisure¹ ranks Santa Fe

- #1 for Cultural Getaway and Independent Boutiques
- #2 for Flea Markets and Base for Day Trips
- #3 for Fall

2012 Readers' Choice Top 10 Cities in the United States, Condé Nast Traveler² ranks Santa Fe

- #4 overall

Best Places to Retire Now – Sunny Climes, CNN Money³

- Santa Fe has also held up well relative to other sun-drenched spots during the housing crisis. ...Fiserv Case-Shiller estimates that it will be one of the strongest housing markets over the next few years, with an annualized increase of 7.6% through 2016.

Best Places to Retire in 2012, US News and World Report⁴ ranks Santa Fe

- #1 - Best Place for Recreation and Culture

Ten Best Places to Live, Sperling's Best Places⁵ ranks Santa Fe

- #2 overall

Best Places to Retire 2012: 10 Great Sunny Places to Retire, AARP⁶ Santa Fe ranks in the

- Top 10

The Cleanest Cities in the World, World Health Organization Report, September 2011⁷ ranks Santa Fe

- #1 (tie)

State of the Air 2012, American Lung Association⁸ ranks Santa Fe

- #1 in ALL categories: cleanest metropolitan area in the country for Ozone, 24-hour particle pollution, and annual particle pollution



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Dwell: The “New Affluent”

Key Findings:

- 57% male
- 54% age 35-49
- Household income:
 - 72% \$100-\$199k
 - 17% \$200-\$299k
 - 11% \$300k+
 - Mean: \$206k
- 89% employed
- 88% college degree

Dwell: The “New Affluent”

Compared to the General Affluent they are:

- Wealthier
- More educated
- Stronger **brand** affinity
- Look at substance/style of a brand, not just the name or current trends

Dwell: The “New Affluent”

They are brand advocates:

- On average, they talk about what they like - brands, books, movies, products, restaurants - with 10 or more people every week
- In the last three months, 90% talked about brands, and 84% recommended that others purchase a specific brand

Dwell: The “New Affluent”

They rely on online customer reviews when doing brand research:

- 54% online customer reviews
- 47% retail/shopping websites
- 45% company/manufacturer websites
- 40% friends/family

Dwell: The “New Affluent”

Authenticity is important .

New Affluents respond positively to brands that:

- know who/what they are and stick to it
- stay true to their values
- stand by their products/services
- deliver on their promises

Why authenticity matters

At its heart, authenticity is about practicing what you preach; being totally clear about who you are and what you do best.

When a brand's rhetoric gets out of sync with customers' actual experiences, the brand's integrity and future persuasiveness suffers.

Marketing Angel Fire

- What do we have to offer?
- Why Angel Fire?

What Good Design Means to Me...

Good design inspires

timeless

Anything that makes my life easier while pleasing me aesthetically

a feeling of peacefulness

Design that is satisfying to the soul and endures over time.

Good design makes life more efficient

calming
Good design is thoughtful
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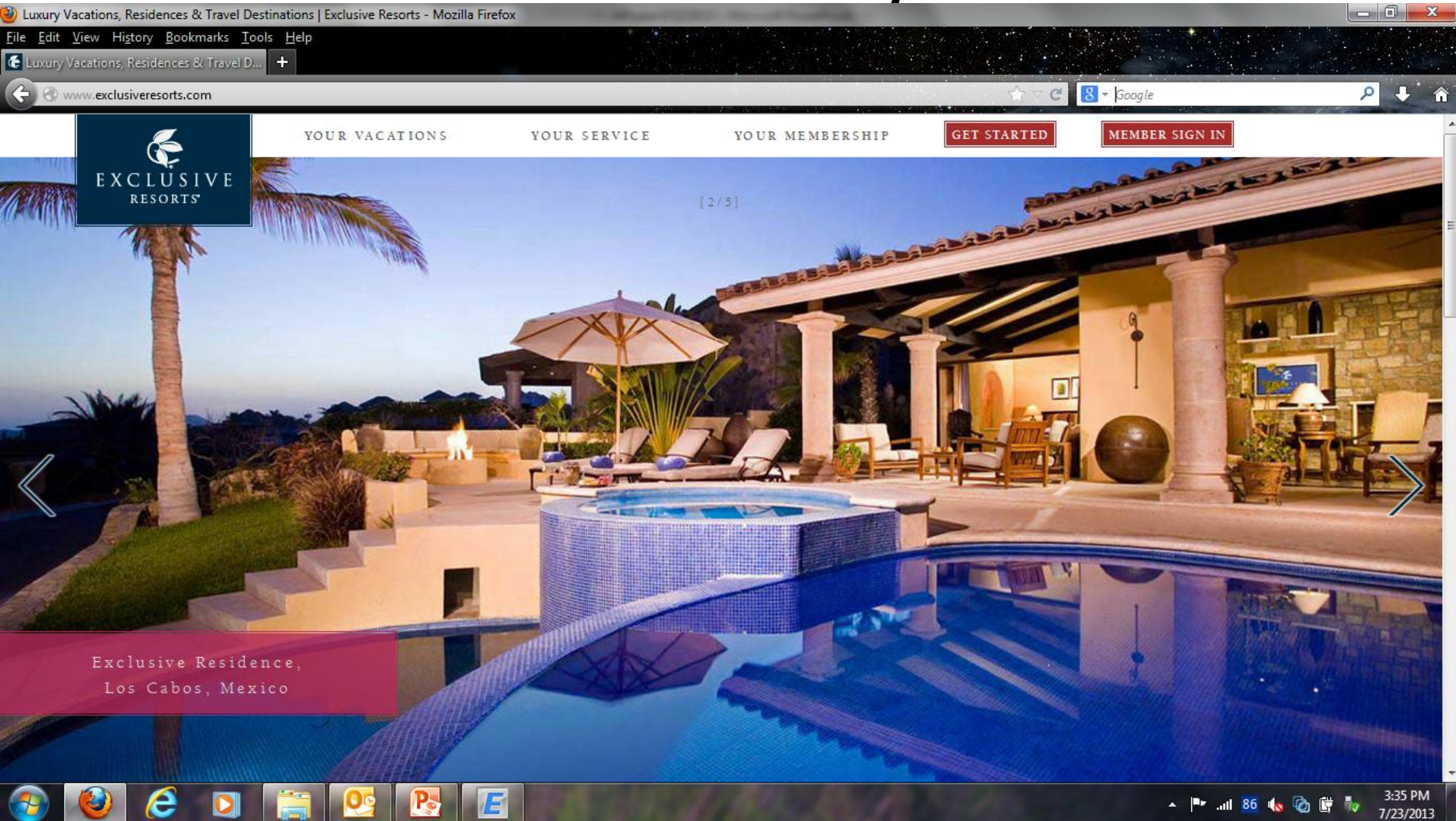
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[2 / 5]

Exclusive Residence,
Los Cabos, Mexico

3:35 PM
7/23/2013



exclusivity

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1 Contact a Stylist:

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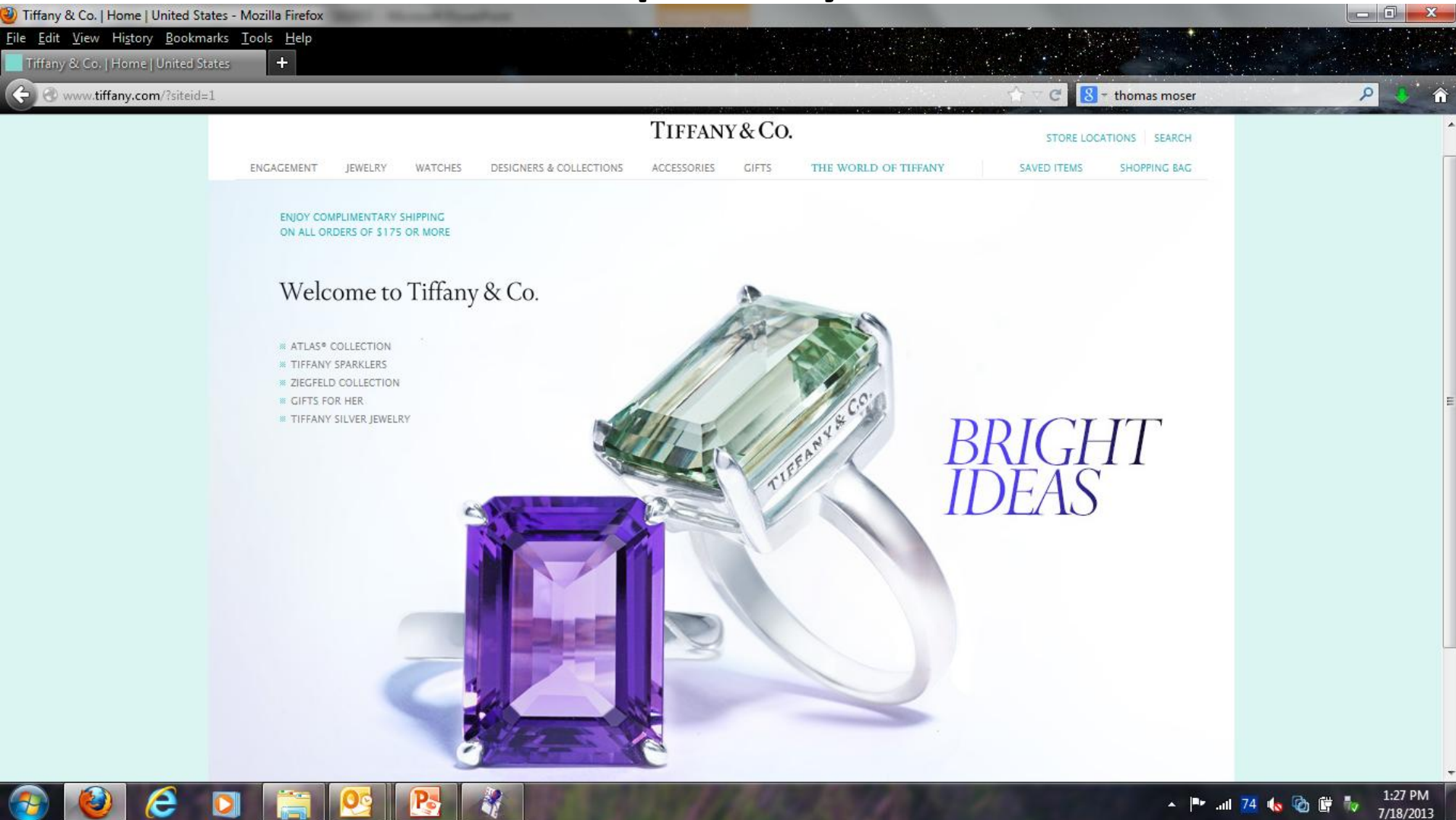
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quality

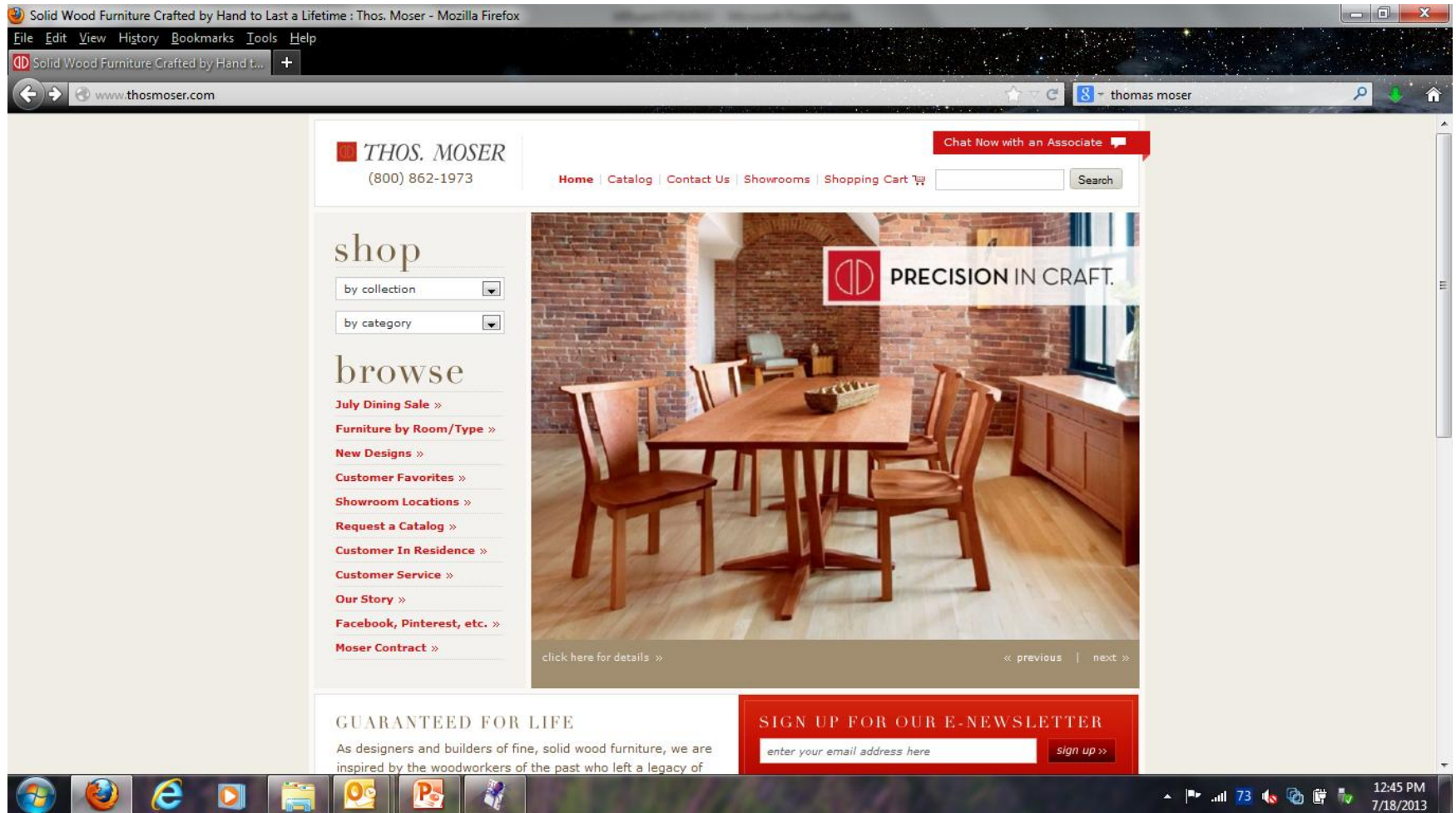


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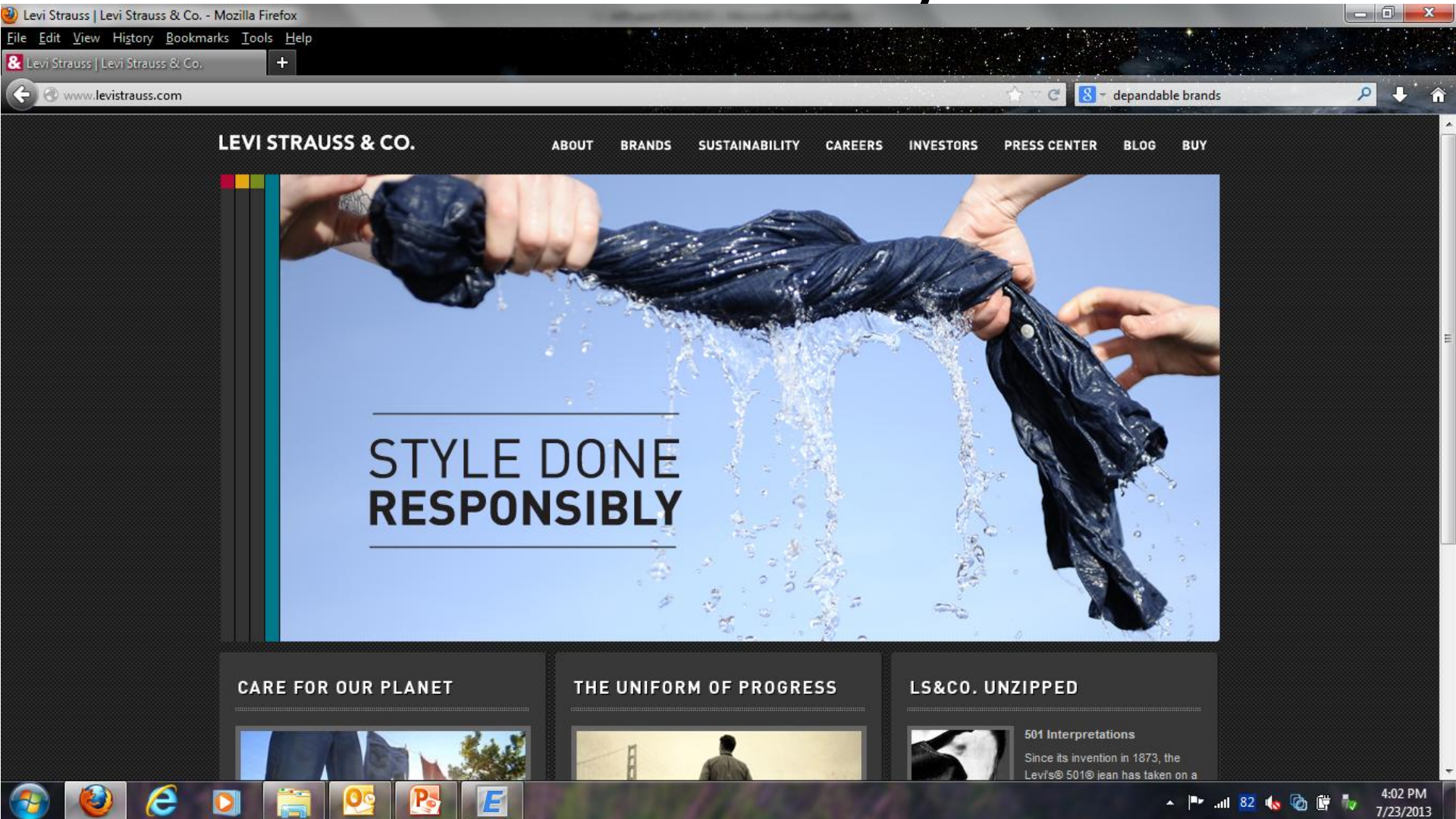


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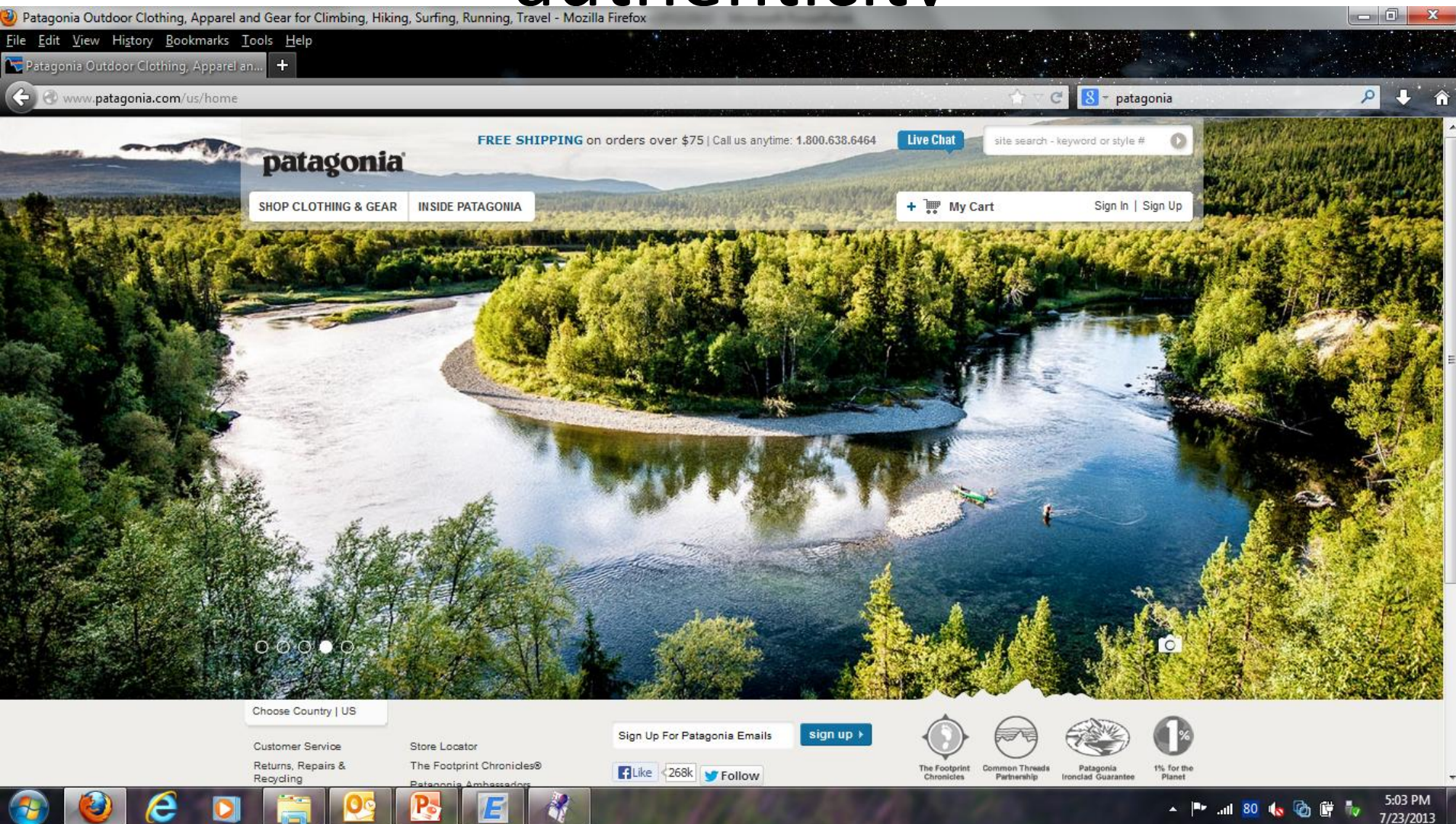
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authenticity





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Plant of the Month

Click on event titles below for more information. Full listing [here](#). Also, check out local [Community Events](#) for more info on what's happening!

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Lannan Events for the 2012-2013 Season



Amy Goodman and Denis Moynihan
Wednesday 10 October 2012

[View event details](#)

AGAIN: Repetition, Obsession and Meditation



Again features artworks where repetition, obsession or meditation, are key elements to the artist's process, sometimes obvious in the resulting artwork, sometimes not. 20 April - 16 June 2013 in the Lannan Gallery. Continue reading.

James Heffernan on Leopold Bloom



Professor James Heffernan's in-depth talk on Leopold Bloom, the hero of James Joyce's celebrated novel *Ulysses*, from a talk in Santa Fe commemorating Bloomsday

2013.

[Learn more and watch here.](#)

Marfa Public Radio Interview with Rebecca Curtis

Marfa Public Radio's *Talk at Ten* interview with Lannan writer-in-residence Rebecca Curtis, discussing her work.

[Learn more and listen here](#)





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July 23

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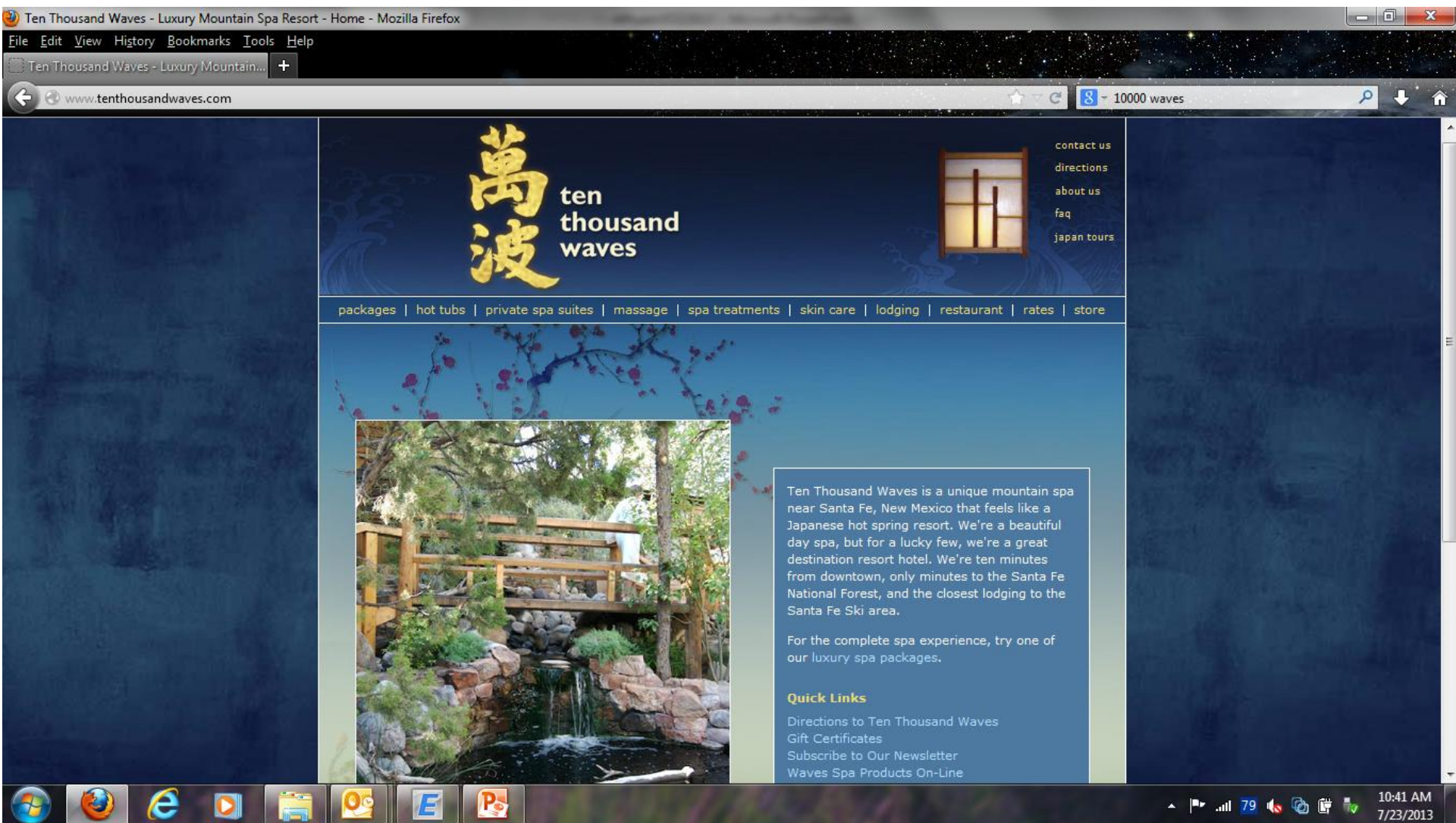


NEW TIPS FROM THE LATEST ISSUE

Decorating Ideas
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Learn how to
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Why is your city the place to visit?

- How effectively are we marketing Angel Fire?
 - What is there to do?
 - Events to draw guests for longer stays











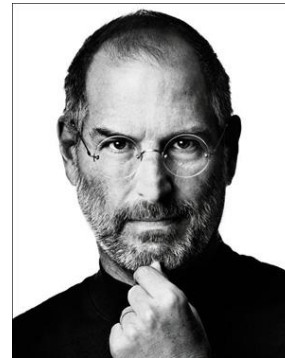








If you give people what they want, educate them on why they need it, show them how it will improve their lives, and why no competitor's products can compete with the convenience and ease of use of yours, customers will open their wallets.



Steve Jobs

Angel Fire - New Events

Five (3-4 day) Events focused on:

1. Veterans
2. Home sales
3. Sports/athletics
4. Entertainment
5. Restaurants/hospitality
6. Retail
7. Seniors
8. Family
9. Children

Recommended Event Dates

- Memorial Day
- July 4th
- Labor Day
- Winter – January/February
 - Martin Luther King Day/Presidents' Day

Before We Can Market...

- We have to decide what events to create and market

AND

- Educate/inform what we currently have to do
 - List of restaurants
 - Pillow count: 3831! WOW!
 - Grow events to 2500 in attendance
 - Follow the marketing formula for content and events!

Social Media

Kathy Walsh